

ORDER



Orders
Order / Rev: 168943
Alt Order #: 06365766
Product Desc: RESTORE OUR FUTURE
Estimate: 2096
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten

Sales Office: HDC

Sales Region: NAT

Agency Name: Mentzer Media Services

Buying Contact: Elise Cloyd

Billing Contact:

600 Fairmount Ave. #306

Towson, MD 21286

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser Name: Issue/Restore Our Future

Demographic: A35+

Product Codes: PL Issue

Priority: P-1

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	28	\$50,000.00	\$42,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$50,000.00	\$42,500.00	0.00
Totals	28	\$50,000.00	\$42,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$50,000.00
Market	100%	\$250,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$57,500.00
WITI	25%	\$62,500.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	32%	\$80,000.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/10/12	10/12/12	Dr. Phil 4p-5p	CM	4p-5p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$600.00		0.00			
E 2	WDJT	10/10/12	10/12/12	Jeopardy 6p-630p	CM	M-F 6p-630p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
				6p-630p/Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$1,500.00		0.00			

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Advertiser: Issue/Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 2096

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/10/12	10/12/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--		3		\$1,500.00		0.00				
E 4	WDJT	10/10/12	10/12/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p --WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--		3		\$400.00		0.00				
E 5	WDJT	10/12/12	10/12/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----1--		1		\$6,000.00		0.00				
E 6	WDJT	10/13/12	10/13/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----2-		2		\$500.00		0.00				
E 7	WDJT	10/13/12	10/13/12	Sa 8p - 9p Hawaii Five-O	CM	8p - 9p -----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1-		1		\$1,500.00		0.00				
E 8	WDJT	10/13/12	10/13/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1-		1		\$1,500.00		0.00				
E 9	WDJT	10/14/12	10/14/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1		1		\$7,000.00		0.00				
E 10	WDJT	10/15/12	10/16/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----		2		\$600.00		0.00				
E 11	WDJT	10/15/12	10/16/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----		2		\$1,500.00		0.00				
E 12	WDJT	10/15/12	10/16/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----		2		\$1,500.00		0.00				
E 13	WDJT	10/15/12	10/16/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MT-----		2		\$400.00		0.00				
E 14	WDJT	10/15/12	10/15/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1		\$6,000.00		0.00				
E 15	WDJT	10/16/12	10/16/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-1-----		1		\$7,000.00		0.00				
												Totals	28	\$50,000.00